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Informatica PowerExchange

Access and Deliver Enterprise Data Quickly, Easily, and Cost-Effectively

Benefits

- Lower development costs

- Prevent unauthorized access to sensitive data

- Maximize ROI with rapid access to standards-based sources and targets

Your IT team is handling more data, in more formats, from more partners and systems than ever before: databases, enterprise applications, Web services, social networks, and Big Data sources such as Hadoop. This data is stored on systems as diverse as mainframes, midrange machines, commodity servers, cloud, and desktop environments. Your organization doesn't have the time or budget to hire someone with specialized data access skills—but you need universal, flexible, right-time access to all your data sources.

Informatica® PowerExchange® is a family of products that enables your IT organization to retrieve all sources of enterprise data without having to develop custom data-access programs. By accessing mission-critical operational data where it's stored and delivering it where and when it's needed, your IT organization can maximize its limited resources and the business value of its data. PowerExchange delivers secure, codeless data access to:

- Major enterprise applications whether on-premise, outsourced, or SaaS
- All major enterprise database systems and data warehousing environments
- Mainframe systems
- Midrange systems
- Message-oriented middleware
- Industry-wide technology standards including email, LDAP, and Web services
- Hadoop
- Social media networks

Whether your IT organization is creating Web services in a service-oriented architecture (SOA), implementing event-driven integration, or synchronizing multiple data sources, PowerExchange simplifies data integration. Its easy-to-use point-and-click interface is consistent across all products in the PowerExchange family, eliminating costly, time-consuming hand-coding and scripting as well as extensive administration and training.

PowerExchange scales readily from batch access to real-time data integration on multiple platforms. It also automatically captures relevant metadata so you can assess and develop proposed changes rapidly and implement them with confidence to meet even the most stringent data governance policies. Additionally, PowerExchange helps access, load, and deliver data as part of the extract-transform-load (ETL) process, helping your IT organization take an incremental approach toward enterprise data warehousing by simplifying the development and deployment of smaller departmental data marts and data warehouses.
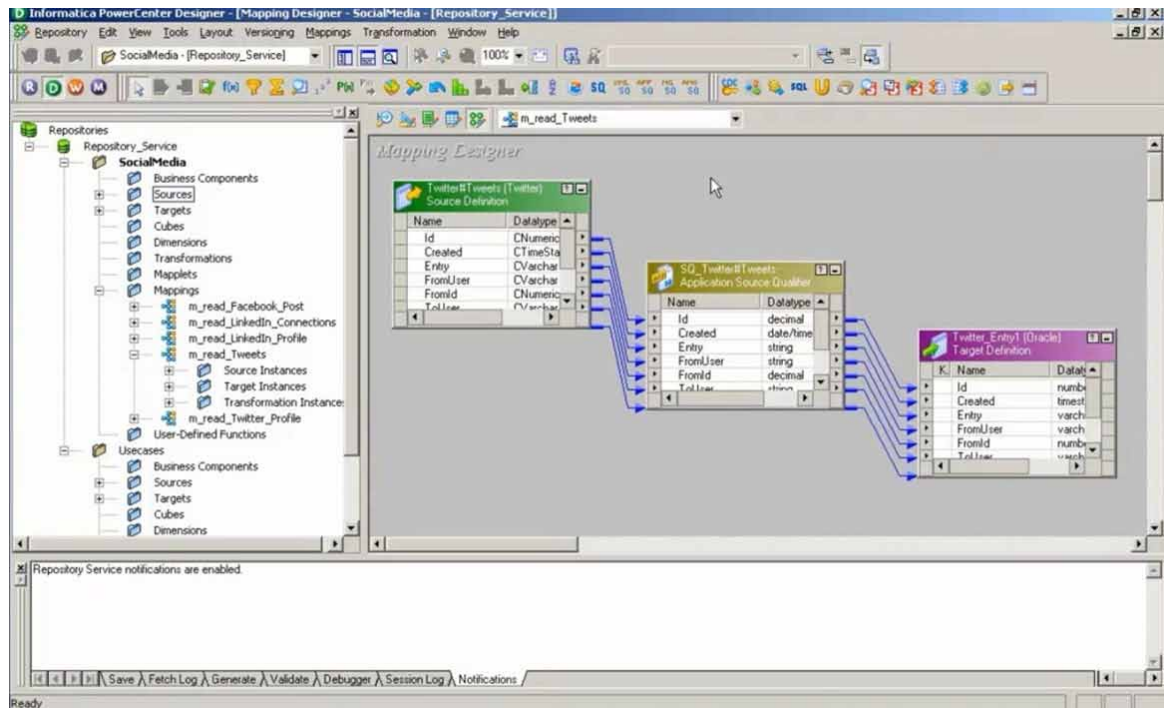
Key Features

Accelerated Access to Enterprise Data

PowerExchange uses a point-and-click graphical user interface that requires no specialized programming skills to update enterprise data in dozens of different data sources and targets, including many major enterprise applications such as SAS, Oracle E-Business Suite, Salesforce, and Siebel; all major enterprise database systems and data warehousing environments; and the leading social media networks.

The pull-down menu of data sources and targets updates automatically as new data sources become available. This accelerates development and reduces errors while minimizing administrative effort and training. The solution also locates needed data rapidly using flexible object filtering techniques. By preserving the semantic dependencies in the underlying system, PowerExchange displays metadata in ways a business user can easily understand.

"PowerExchange lets us access updates the instant they happen, and the Informatica infrastructure scales effectively to support everything from high-volume batch to low-latency, real-time processing of complex data. By integrating our analytic and operational data stores in real time, PowerExchange gives us a dramatic strategic advantage."

– Jim McBride, Development Manager
  Global Wealth Platform, SEI

Informatica PowerExchange for Social Media provides access to data from popular social networks for a more complete view of interactions and transactions.
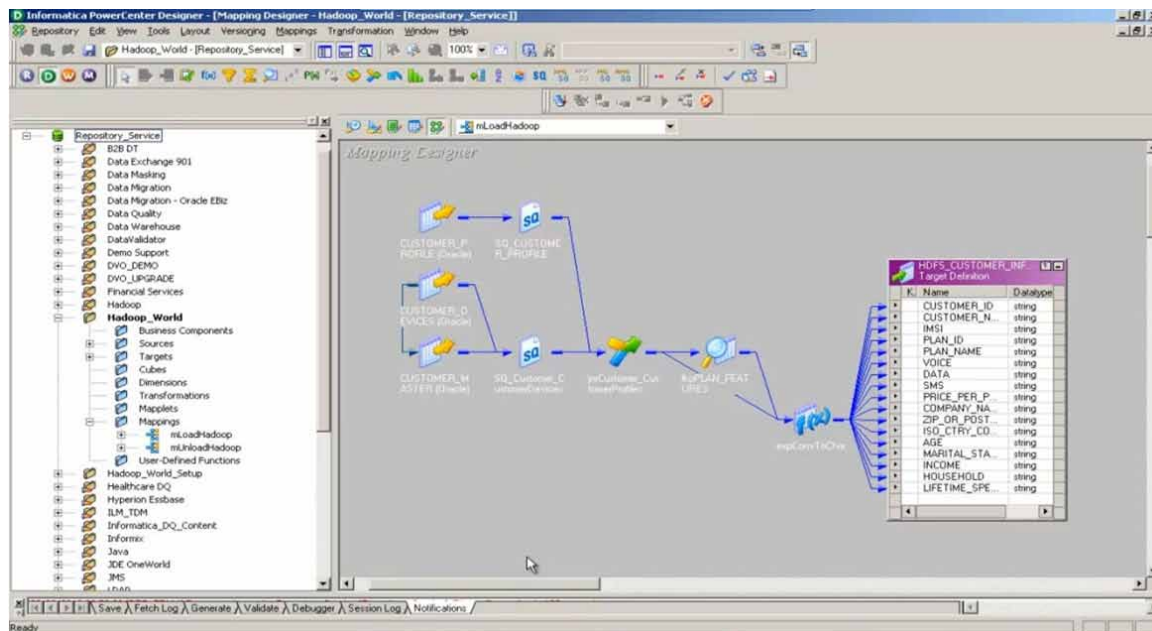
Optimized for Each Environment

PowerExchange automatically optimizes data access for each source and target to ensure top performance without in-depth technical expertise. It supports native data types and special features of each environment and uses available native interfaces and high-speed APIs. The purpose-built GUI exposes the capabilities of each application. Automatic metadata capture is tailored to each individual environment to eliminate errors in data definition and access.

Change Data Capture Option

The PowerExchange Change Data Capture Option captures changes in a number of environments as they occur so your IT organization can deliver up-to-the-minute data to the business. This option recognizes business events—such as customer creation or order shipment data—by capturing the database inserts, updates, and deletes underlying these events as soon as they occur. This captured stream of database activity can be delivered to multiple targets in real time, without intermediate queues or staging tables.

"Informatica is enabling us to improve data integration performance and IT efficiency while providing a scalable platform to meet challenges we face with additional data sources and offering new services to our members."

– Santosh Chiplunkar, BI Team Lead
  AARP

Informatica PowerExchange for Hadoop provides access to support data-intensive distributed applications.

Key Benefits

Lower Development Costs

PowerExchange can push data to data marts and warehouses, pull data from real-time message queues, or expose it for message services while still freeing up resources for other IT projects. It's designed for efficiency, speeding development and deployment of your data integration projects for faster time-to-value while reducing errors and minimizing administrative and training expenses with point-and-click development methods. It further lowers development cost through automated metadata capture that supports rapid impact assessment and deployment as changes arise.

Enhance Data Security

PowerExchange helps to safeguard your sensitive and confidential data and ensure legal and regulatory compliance. It accesses data directly, avoiding the risk of unauthorized access and accidental exposure inherent in extracting files and transferring them to less-secure environments for integration. The easy-to-use interface preserves the value of your data assets by preventing common programming errors. PowerExchange also supports data governance, compliance, and risk management initiatives with metadata-driven data lineage strong enough to satisfy the most stringent requirements.

Increase Return on Investment

PowerExchange accesses data where it's stored and delivers it where and when it's needed, enabling your IT team to reap more value from current and future data sources and targets without additional coding. By enabling rapid access to standards-based sources and targets, PowerExchange also enhances your company's ability to analyze and act on data for greater agility and competitive advantage. It easily expands the range of accessed sources as your IT organization adopts new technologies, continually supporting real-time operations and up-to-the-minute decision making based on timely, trusted data.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.

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Put potential to work.™